

Message Text

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13

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W

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P R 160937Z NOV 74

FM AMEMBASSY NEW DELHI

TO AMCONSUL KARACHI PRIORITY

INFO SECSTATE WASHDC 5258

USDOC WASHDC

AMEMBASSY ISLAMABAD

AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL LAHORE

AMCONSUL MADRAS

UNCLAS SECTION 1 OF 2 NEW DELHI 15434

E.O. 11652: N/A

TAGS: BEXP PK

SUBJECT: EARTHMOVING MINING AND CONSTRUCTION EQUIPMENT TRADE MISSION

REF: (A) STATE 242493 (B) KARACHI 2140 (C) KARACHI 2194

(D) KARACHI 2225

1. FOLLOWING LIST OF FIRMS REPRESENTS COMPLETE MISSION.

IMMEDIATELY FOLLOWING CORRECT TITLE OF FIRM IS NAME OF MISSION

MEMBER, PRODUCTS, OBJECTIVE OR OTHER INTERESTS OF VISIT:

A. ALLIS-CHALMERS CORPORATION (MISSION MEMBERS: MAYNARD W. JOHNSON, VICE PRESIDENT AND FRANK R. WOZNIAK, INTERNATIONAL SALES OPERATIONS). PRODUCT LINE - MINING PLANT PROCESSING EQUIPMENT, INCLUDING PYRO-PROCESSING SYSTEMS, LARGE MILLS, CRUSHERS, SCREEN, AND COMPLETE MINERAL PROCESSING PACKAGES. REPRESENTED BY HAROON CHAMBERS FOR HYDRO-TURBINES AND VALVES. NOT REPRESENTED FOR MINING AND PROCESSING EQUIPMENT. WISHES APPOINTMENTS WITH APPROPRIATE GOVERNMENT MINISTRIES, OFFICIALS MINING COMPANIES, CONSTRUCTION AND QUARRYING COMPANIES, ENGINEERING AND OTHER TYPES OF INDUSTRIAL FIRMS. OBJECTIVE: DIRECT SALES.

B. J.I. CASE COMPANY (MISSION MEMBER: ROBERT MORSE, DISTRICT

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MANAGER). PRODUCT LINE - CONCRETE PUMPS, EARTHMOVING (LOADER/

BACKHOES, EXCAVATORS, WHEEL LOADERS, DOZERS, CRAWLER LOADERS), LOGSKIDDERS, MATERIAL HANDLING (HYDRAULIC CRANES, FORKLIFTS). WISHES APPOINTMENTS WITH APPROPRIATE GOVERNMENT OFFICIALS; CONTRACTORS FOR EARTH-WORKS, ROADS, QUARRIES, MINES; BUILDING AND UTILITY CONTRACTORS; LARGE FARM OPERATORS. REPRESENTED BY: PREMIER COMMERCIAL CORPORATION, KARACHI. OBJECTIVE: DIRECT SALES.

C. CLARK EQUIPMENT COMPANY (MISSION MEMBER: ALLEN B. HANDSLEY, DISTRICT MANAGER, SOUTHEAST ASIA). PRODUCT LINE - TRACTOR SHOVELS, DOZERS, AND SCRAPERS; LATTICE BOOM CRANES (CRAWLER AND TRUCK-MOUNTED); ASPHALT PLANTS; SKIDDERS; LOG LOADERS; BACKHOES; HYDRAULIC CRANES (SELF-PROPELLED AND TRUCK-MOUNTED); MOTOR GRADERS AND ROLLERS. REPRESENTED BY: GROUPE MARKETING LIMITED, KARACHI (TRACTOR SHOVELS, TRACTOR DOZERS, TRACTOR SCRAPERS, COMPACTION EQUIPMENT); CONSOLIDATED EQUIPMENT COMPANY, KARACHI (CRANES, DRAGLINES AND BACKHOES); GREAVES COTTON AND COMPANY, KARACHI (HYDRAULIC CRANES AND GRADERS); AND HAJI MOULA BUKHSH AND SON, KARACHI (ASPHALT PLANTS). OBJECTIVE: RETAIL SALES THROUGH ESTABLISHED DISTRIBUTORS. WISHES APPOINTMENTS WITH MINING AND CONSTRUCTION FIRMS, OTHER INDUSTRIAL FIRMS, GOVERNMENTAL BODIES PREFERABLY AT THE MINISTERIAL LEVEL.

D. EIMCO/ENVIROTECH - TUNNELING AND MINING MACHINERY DIVISION (MISSION MEMBER: GEOFFREY A. DEVEREUX, ASSISTANT GENERAL MANAGER). PRODUCT LINE - AIR-POWERED ROCKER SHOVELS, SHAFT MUCKERS, UNDERGROUND CRUSHERS, UNDERGROUND HAULAGE TRUCKS, LOAD HAUL DUMP EQUIPMENT, SHOTCRETE EQUIPMENT, MOBILE SUPPORT EQUIPMENT, DIESEL POWERED LHD UNITS FOR COAL MINING. REPRESENTED BY CONSOLIDATED EQUIPMENT COMPANY IN KARACHI AND LAHORE. WISHES APPOINTMENTS WITH APPROPRIATE GOVERNMENTAL AGENCIES AND OTHER POTENTIAL END-USERS. OBJECTIVE: DIRECT SALES.

E. EUCLID INC., SUBSIDIARY OF WHITE MOTOR CORPORATION (MISSION MEMBER: STEVEN F. ZAGAR, MANAGER MARKETING AND DISTRIBUTION). PRODUCT LINE - OFF-HIGHWAY, REAR AND BOTTOM DUMP HAULERS. WISHES APPOINTMENTS WITH OFFICIALS OF MINING COMPANIES, CONSTRUCTION AND QUARRYING COMPANIES AND WITH OFFICIALS OF PUBLIC WORKS ADMINISTRATION, MINISTRIES OF MINES. OBJECTIVE: DIRECT SALES, TECHNICAL KNOW-HOW OR COLLABORATION.

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F. FERREX INTERNATIONAL (MISSION MEMBER: EMANUEL R. INTOCCI, SALES MANAGER). PRODUCT LINE - HEAVY, MEDIUM, AND LIGHT CONSTRUCTION, INDUSTRIAL, FARM, IRRIGATION EQUIPMENT; ROAD ROLLERS AND COMPACTIONERS; PORTABLE AIR COMPRESSORS; AND ASPHALT PAVERS. NOT REPRESENTED IN PAKISTAN. WISHES APPOINTMENTS WITH MINING ORGANIZATIONS, QUARRY OPERATORS, CONSTRUCTION ROAD BUILDING, AND OTHER AREAS UTILIZING CONSTRUCTION

AND EARTHMOVING EQUIPMENT. OBJECTIVE: DIRECT SALES.MOYNIHAN

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G. GENERAL MOTORS CORPORATION - TEREX DIVISION (MISSION MEMBER: GEORGE STRAYTON, AREA MANAGER). PRODUCT LINE - CRAWLER TRACTORS, OFF-HIGHWAY REAR DUMP HAULERS, FRONT END LOADERS, SCRAPERS. NOT REPRESENTED IN PAKISTAN. WISHES APPOINTMENTS WITH GOVERNMENT OFFICIALS AT THE MINISTRY LEVEL, GENERAL CONTRACTORS, PUBLIC WORKS DEPARTMENTS, LARGE MINES AND MATERIAL HANDLING OPERATIONS. OBJECTIVE: DISTRIBUTORSHIPS AND LICENSING ARRANGEMENTS.

#H. HARNISCHFEGGER CORPORATION (MISSION MEMBERS: DAVID J. MANGAN, ASSISTANT MANAGER AND PREM GULATI, AREA MANAGER). PRODUCT LINE - MINING SHOVELS, CRANES, TRUCK AND CRAWLER CRANES, HOISTS, HYDRAULIC EXCAVATORS, AUTOMATED HANDLING SYSTEMS. REPRESENTED BY MARGHZAR INDUSTRIES LIMITED, LAHORE. WISHES APPOINTMENTS WITH OFFICIALS OF MINING, CONSTRUCTION, AND QUARRYING COMPANIES AS WELL AS WITH OFFICIALS OF THE MINISTRY OF MINES. OBJECTIVE: DIRECT SALES.

I. INGERSOLL RAND INTERNATIONAL (MISSION MEMBER: GRANT RISCH, VICE PRESIDENT). PRODUCT LINE - DRILLING EQUIPMENT (OPEN PIT AND UNDERGROUND), PUMPS, COMPRESSED AIR EQUIPMENT, PNEUMATIC

TOOLS. REPRESENTED BY ATHAR HUSSEIN JAVED LIMITED, KARACHI.
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WISHES APPOINTMENTS WITH OFFICIALS OF MINING FIRMS, CONSTRUCTION COMPANIES AND OTHER INDUSTRIAL TYPES OF FIRMS. OBJECTIVE: DIRECT SALES.

J. JOHNSON AND ANDERSON (MISSION MEMBER: FELIX A. ANDERSON, PRESIDENT). PRODUCT LINE - CONSULTING ENGINEERING FIRM ENGAGED IN FEASIBILITY STUDIES, PRIMARILY INFRASTRUCTURE. NOT REPRESENTED. WISHES APPOINTMENTS WITH LCAL, STATE AND NATIONAL GOVERNMENT MINISTRIES AND OFFICIALS CONCERNED WITH THE DEVELOPMENT OF THE INFRASTRUCTURE (HIGHWAYS, ROADS, BRIDGES) IRRIGATION SYSTEMS, WATER WASTE, SANITARY ENGINEERING OPERATIONS, MINING, AND OTHER CONSTRUCTION AND ENGINEERING ACTIVITIES. OBJECTIVE: DIRECT SALES.

K. MOUNTAIN STATES MINERAL ENTERPRISES (MISSION MEMBER: DR. ROSHAN B. BHAPPU, VICE PRESIDENT AND GENERAL MANAGER). PRODUCT LINE - DESIGN AND CONSTRUCTION OF MINING AND ALLIED INFRASTRUCTURE. NOT REPRESENTED IN PAKISTAN. WISHES APPOINTMENTS WITH LEADING MINING AND ENGINEERING COMPANIES. OBJECTIVE; DIRECT SALES, RESEARCH AND DEVELOPMENT.

L. N.L. INDUSTRIES (MISSION MEMBER: JESSE B. VILLAR, CONSULTANT). PRODUCT LINE - ENGINEERING SERVICES, INTERNATIONAL SUPPLIES OF OVER 1,000 MATERIALS AND SERVICES TO INDUSTRY, METALS AND FABRICATED SPECIALTY PRODUCTS, CHEMICALS USED IN SEARCH FOR OIL AND GAS, DRILLING SERVICES AND SUPPLIES FOR OIL EXPLORATION. NOT REPRESENTED IN PAKISTAN. WISHES APPOINTMENTS WITH MINERALS AND DEVELOPMENT CORPORATION, RESOURCES DEVELOPMENT CORPORATION, GEOLOGICAL SURVEY OF PAKISTAN, AND HM HABIBULAH COMPANY. OBJECTIVE: JOINT VENTURES/INVESTMENTS.

M. SUERDRUP AND PARCEL (MISSION MEMBER: LEONARD JOHNSTON, SENIOR VICE PRESIDENT). PRODUCT LINE - PROJECT MANAGEMENT SERVICES ON VIRTUALLY ALL TYPES OF JOBS -- INCLUDING INDUSTRIAL, MINERAL INDUSTRIES, COMMERCIAL, EDUCATIONAL, RESEARCH AND DEVELOPMENT, TRANSPORTATION, AND ENVIRONMENTAL ENGINEERING PROJECTS. NOT REPRESENTED IN PAKISTAN. OBJECTIVE: PROVISION OF PROFESSIONAL SERVICES. WISHES APPOINTMENTS WITH GOVERNMENTAL DEPARTMENTS RESPONSIBLE FOR MINERAL OPERATIONS AND PRIVATE FIRMS INVOLVED IN MINING AND METAL DEVELOPMENT.

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2. FOR INFORMATION OF POSTS SEVERAL COMPANIES ON MISSION ARE INTERESTED IN EITHER MANUFACTURING, JOINT VENTURES OR LICENSING. IN ALMOST EACH CASE FIRMS HAVE REQUESTED THIS FACT NOT, REPEAT NOT, BE PUBLICIZED, SINCE THAT IS DECISION OF U.S. COMPANY, WE HAVE NO CHOICE EXCEPT TO COMPLY.

3. IT CAN BE GENERALLY STATED THAT THE MAJOR INTEREST OF THE PARTICIPATING FIRM IS, IN ADDITION TO DIRECT SALES THAT OF OBTAINING AN "OVERVIEW" OF MARKET. HOWEVER, SINCE DIRECT SALES ARE OF PARAMOUNT INTEREST, THE FIRM WILL WISH, TO THE EXTENT IT CAN BE ARRANGED, TO HAVE INDIVIDUAL MEETINGS FOLLOWING THE PROPOSED GROUP MEETINGS. THE PROCEDURE AS OUTLINED IN KARACHI 2225 APPEARS TO BE APPROPRIATE

4. WE ARE AWARE THAT THE MOST THAT CAN BE ACCOMPLISHED DURING COURSE OF MISSION IS THAT OF PROVIDING AN ENTREE SO FAR AS EACH MISSION MEMBER IS CONCERNED WITH POTENTIAL CUSTOMER, THE DECISION MAKING OFFICIAL IS THE TERMINOLOGY USED; THIS TO BE FOLLOWED UP BY VISITS IN THE IMMEDIATE FUTURE SHOULD THE INITIAL CONTACT APPEAR WORTH PURSUING.

5. SINCE THIS IS ONE OF THE MOST PRESTIGIOUS GROUPS OF AMERICAN FIRMS EVER ARRANGED BY THE DEPARTMENT OF COMMERCE TO ANY AREA OF THE FREE WORLD THIS VISIT TO BOTH INDIA AND PAKISTAN TAKES ON AN ADDED LUSTER. ADDITIONALLY, THE REPRESENTATIVES ON THE MISSION ARE TOP CALIBER CORPORATE EXECUTIVES. SINCE MISSION MEMBERS ARE ALSO EXPERIENCED AND KNOWLEDGEABLE BUSINESS MEN, AND ARE VERY MUCH AWARE OF WHAT THEY WISH TO ACCOMPLISH, ABOUT THE MOST THAT CAN BE DONE FOR THEM IS TO PROVIDE THE PLATEAU FOR TRANSACTING BUSINESS, USING THE UMBRELLA OF THE U.S. GOVERNMENT AS THE MAGNET, IF YOU WILLN FOR ATTRACTING THE FOREIGN BUSINESS AND GOVERNMENT COMMUNITY.

6. IT IS SUGGESTED THAT THE POSTS PROCEED IN EACTLY THE MANNER AS OUTLINED IN KARACHI 2225 BEARING IN MIND, OF COURSE, THAT WHERE POSSIBLE AND FEASIBLE TO DO SO, IT IS THE INDIVIDUAL APPOINTMENT THAT IS THE KEY TO A SUCCESSFUL OPERATION.MOYNIHAN

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